



Vitale Enterprises, Inc. • Foodtown Supermarkets  
9 B Bi-State Plaza • 216 Old Tappan Road  
Old Tappan, New Jersey 07675-7009  
(201) 664-4941 • FAX (201) 664-2353

February 1, 1996

To: All Store Managers

From: Rich Plishka

Subject: R J Reynolds Display Program

Managers,

We have signed a 1996 contract agreement with R J Reynolds Tobacco Company. The attached store by store planograms tell you what displays need to be added and the location of these displays. Each store is required to have a total of three separate **Self Service** package displays, (two full price and one savings display). All stores must have a total of three displays in order to qualify for the new contract.

Please give your full cooperation in implementing this program.

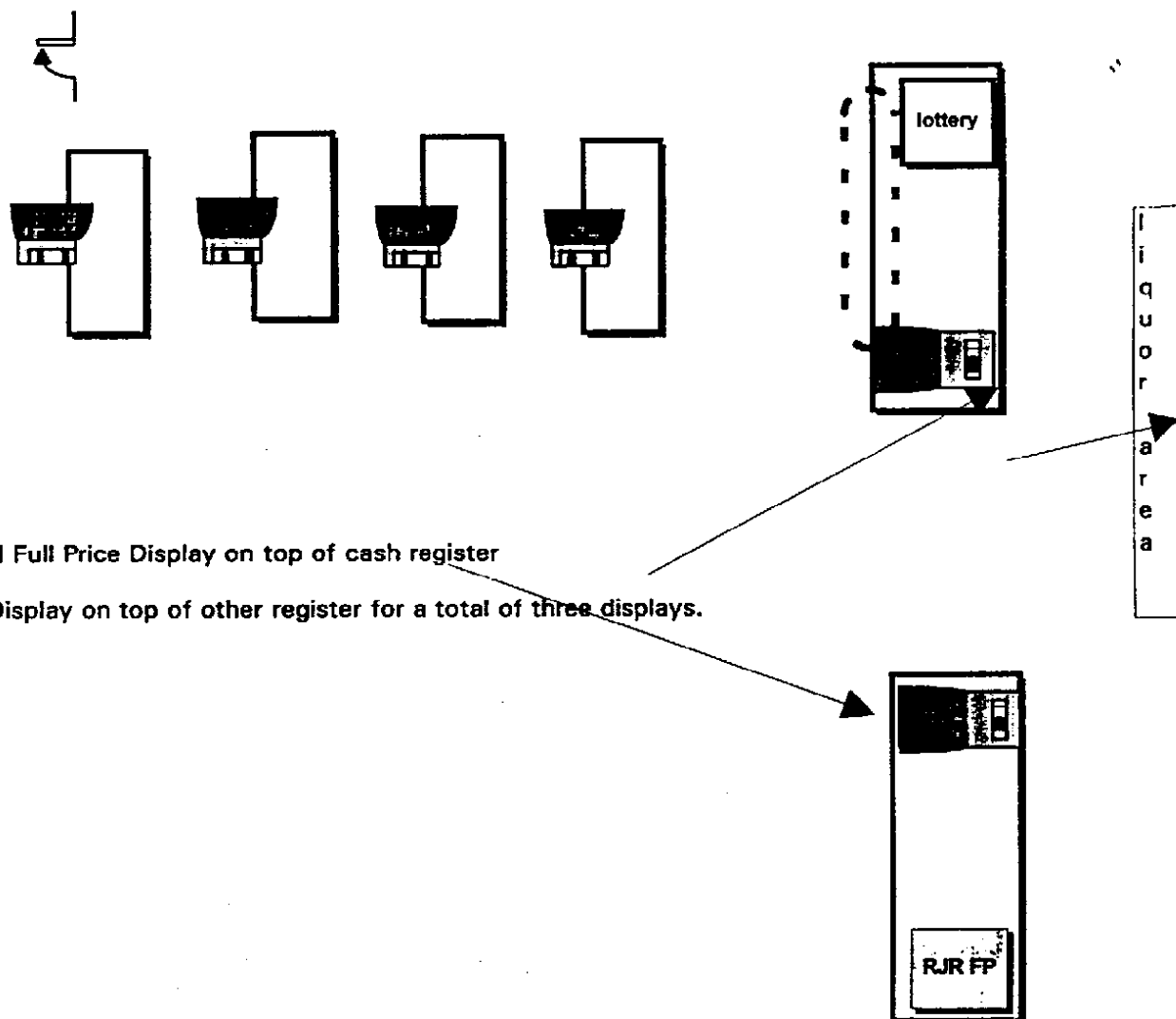
If you have any questions call me at 201-664-4941.

Thank You,

  
Rich Plishka

**RJ Reynolds**  
Tobacco Company

Vitale Foodtown SADDLEBROOK



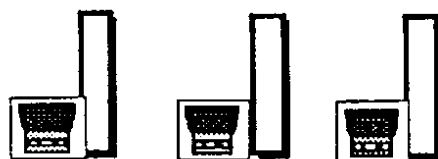
51849 4544

*RJR* Reynolds  
Tobacco Company

614  
Vitale Hoboken Clinton Street

NSS Cartons

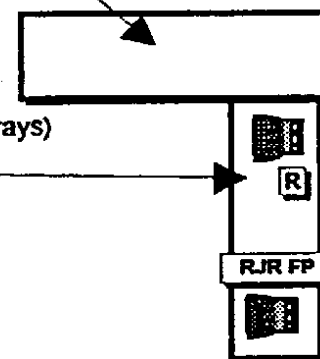
Courtesy



Put Savings Display behind Wise rack on counter (it would have to be tall)  
or put CD on top of Nostalgia/Geko cooler

Wise Rack

Put 2nd FPD next to register with MAC key pad (using 54 pack trays)



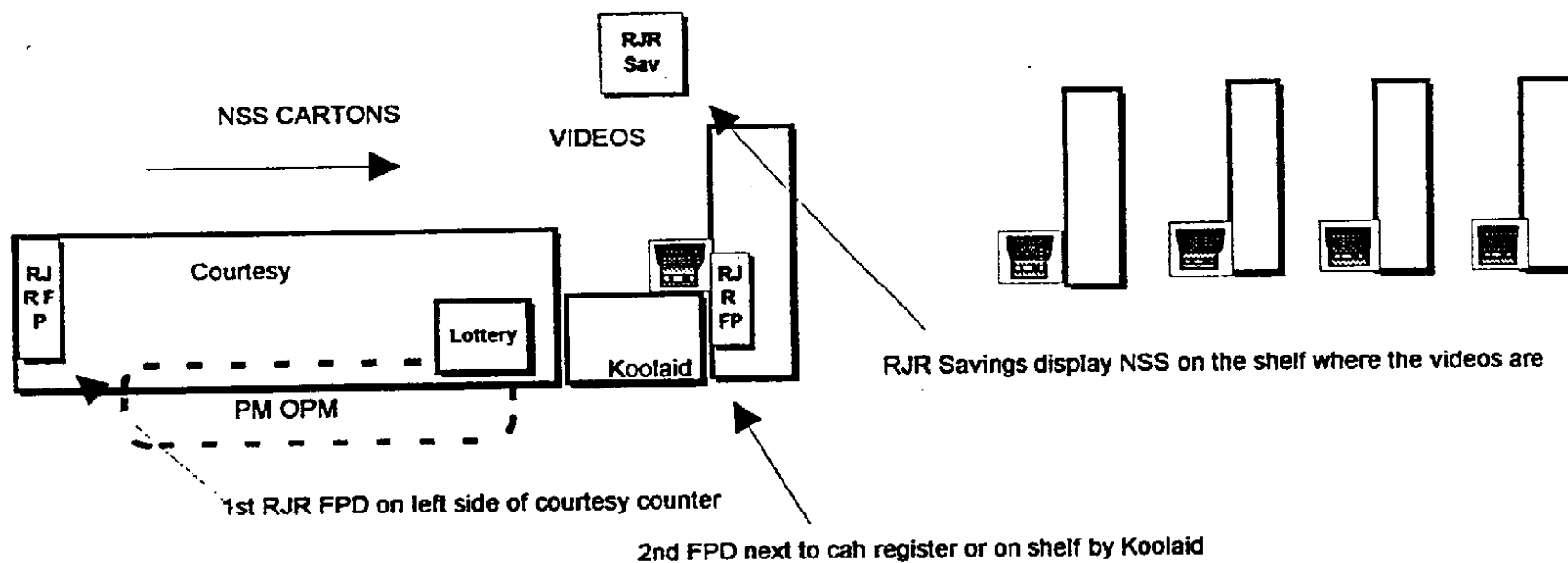
Liquor Area

(Put 2nd FPD)  
9/1/75

51849 4545

*RJR Reynolds*  
Tobacco Company

609  
Vitale Foodtown Clinton Street

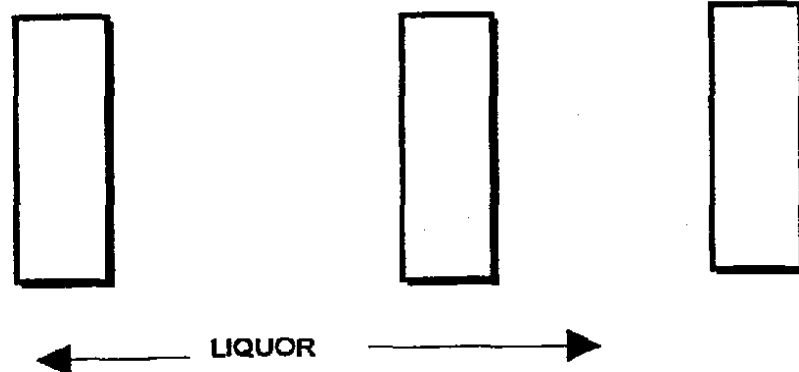
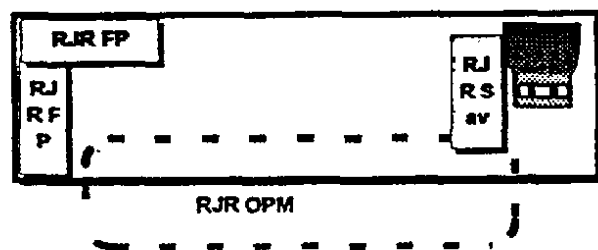


*[Handwritten signature]*

51849 4546

*RJ Reynolds*  
Tobacco Company

Vitale Liquor 710 Summit  
Union City



*(Signature)*

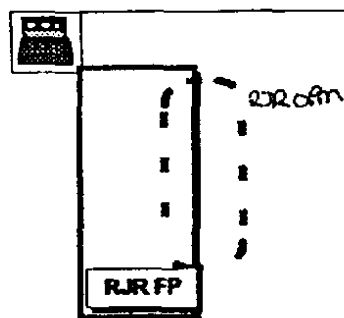
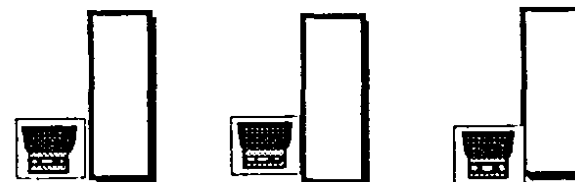
51849 4547

*RJR*  
REYNOLDS  
Tobacco Company

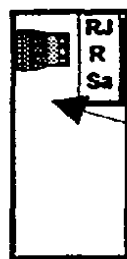
NSS CARTONS

Vitale Foodtown Kearny

Courtesy



Liquor store



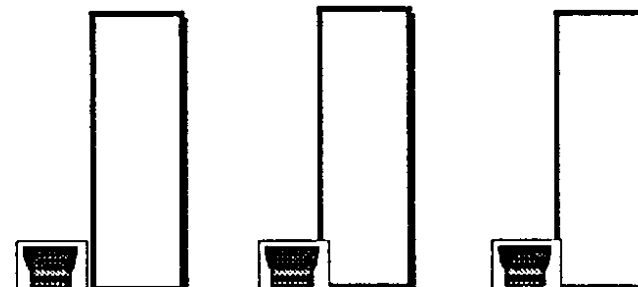
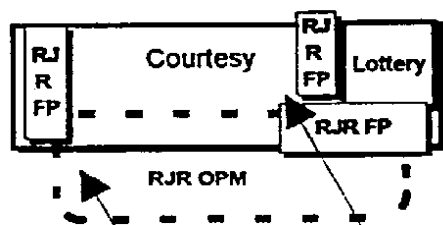
Add 2nd FPD sideways next to register.

*AS/1/12*

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*RJ Reynolds*  
Tobacco Company

714  
Vitale Foodtown Summit Ave  
Union City



Put 1 fpd next to the existing NSS Doral display

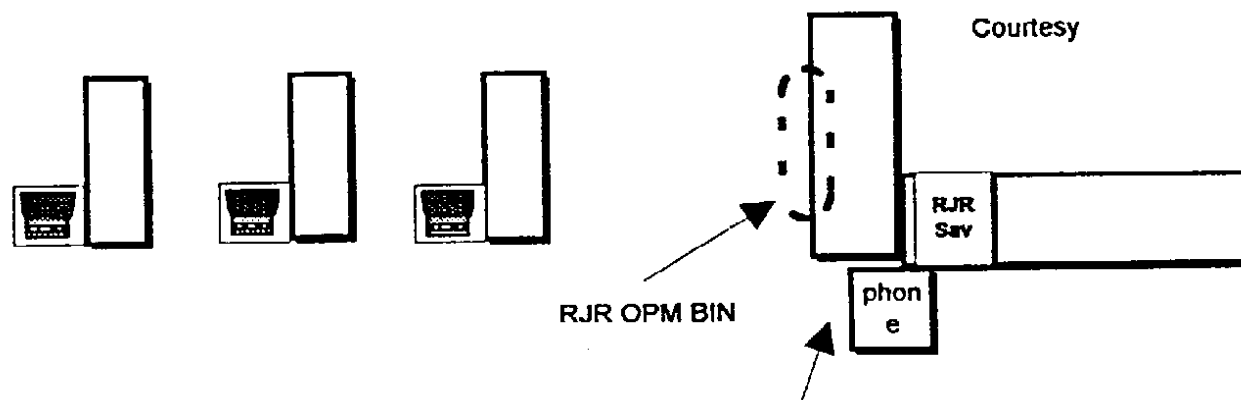
Put 2nd FPD to the left of the lottery machine

SA (P) 1/1/95

51849 4549



Vitale Foodtown Washington town.



2nd FPD could go under overhead bin or we  
could put a floor stand next to the phone card machine.

3rd choice next to the existing doral display.

*Handwritten signature*  
9/1/95

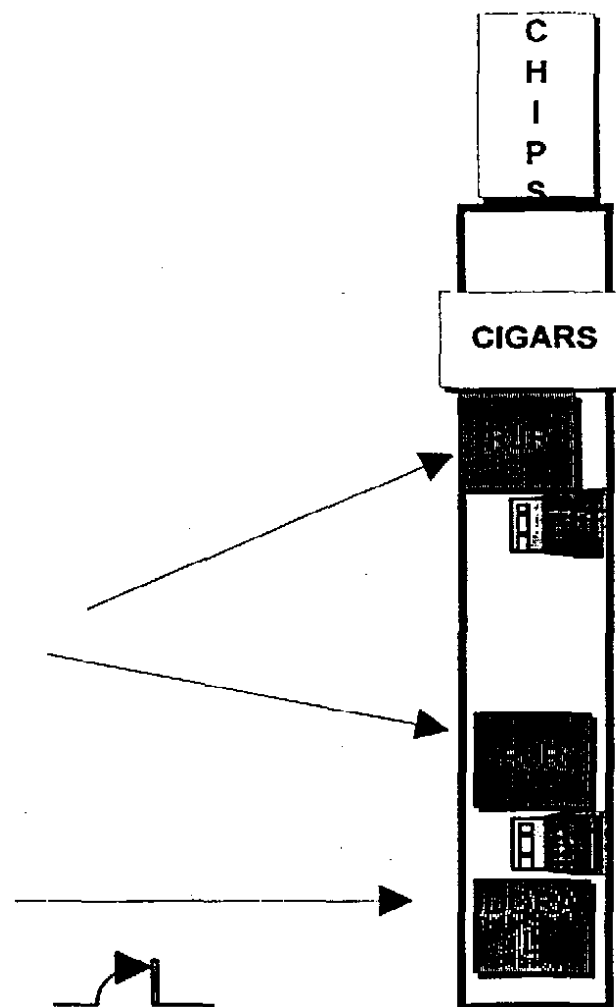
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VITALE LIQUOR WASHINGTON

ADD 2 SELF SERVICE FULL PRICE DISPLAYS.

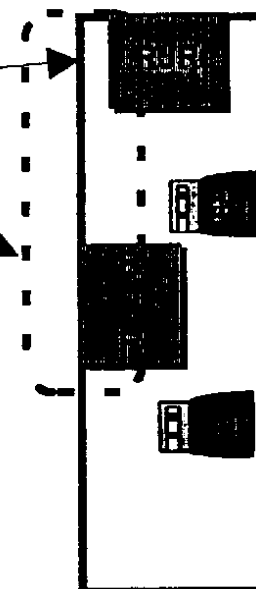
ADD 1 SELF SERVICE SAVINGS DISPLAY



LIQUOR AREA

VITALE FOODTOWN RIVEREDGE (Liquor store)

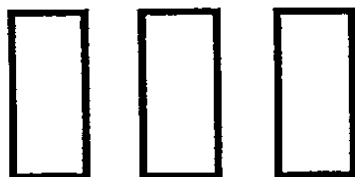
1 self service full price display at end of counter.  
2nd SS full price display between cash registers.  
Doral display NSS behind counter on shelves by liquor.



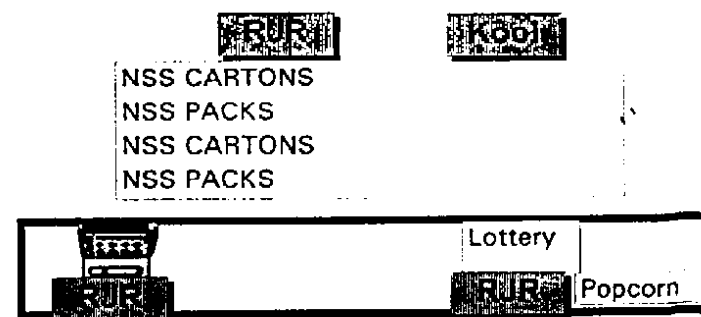
ENTRANCE FROM SUPMKT.



VITALE FOODTOWN DUMONT



CHECKOUTS



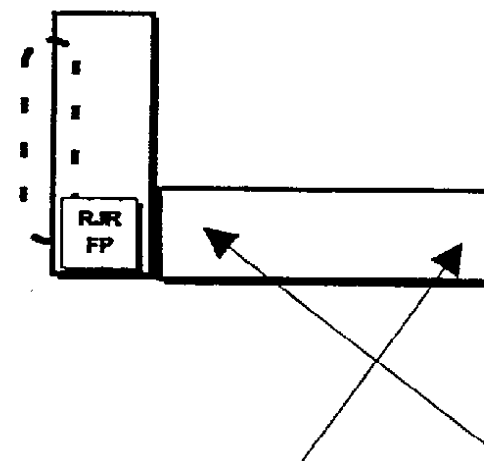
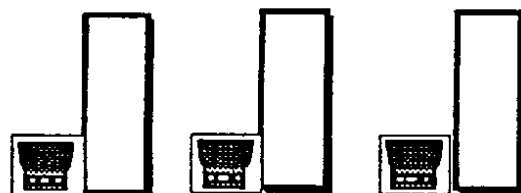
- 1) Add 1 Full price display in front of cash register
- 2) Remove 2nd FPD from NSS and place it in front of lottery machine.
- 3) Leave Doral display Non Self Service on backbar.

51849 4553

*RJR*  
REYNOLDS  
Tobacco Company

Vitale Foodtown Midland park

NSS CARTONS



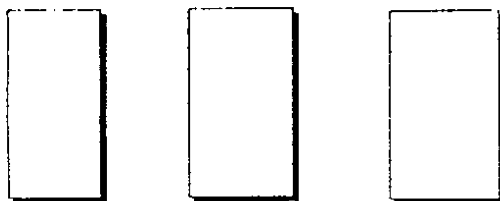
This side with the two tier counter has room for a SS FPD AND SD.

(RW)  
9/5/95

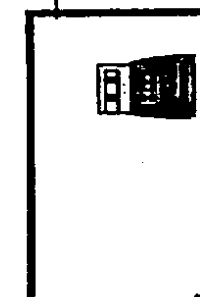
51849 4554

*RJ Reynolds*  
Tobacco Company

VITALE OLD TAPPAN



CHECKOUTS



NSS PACKS & CARTONS

K o o l



If Doral display will not fit SS you can put it behind the counter NSS.

51849 4555